



Tourism Means Business

Presented by:

Gavin Landry, Executive Director

Division of Tourism

Empire State Development

GOVERNOR'S TOURISM SUMMIT MAY 14, 2014



Event Information:

- New York State's second Tourism Summit
- 350 attendees
- 25 media attendees
- Business to Business Marketplace Meet-up
- 45 Million commitment to Tourism
- Partnership with NYC & Company
- I LOVE NEW YORK Bus
- Global Tourism Initiative
- Expanded Mobile presence





ACCOMPLISHMENTS

- ADVERTISING -

MASSIVE OOH PRESENCE & ADVERTISING CAMPAIGNS



- Partnership with MTA, Port Authority – JFK and LGA Airports
- The “I Love New York Experience” at the airports consists of 3-D displays, wall wraps, oversized posters and banners,
- Media Mesh, 3,000 square foot digital display outside of 42nd Street Bus terminal



MASSIVE OOH PRESENCE & ADVERTISING CAMPAIGNS



JFK Terminal 4 – International Corridor

- Out of Home Installation
- Translations in: Korean, Russian, Arabic, French, Japanese, Chinese, Spanish, Dutch and German

Korean



Russian



MASSIVE OOH PRESENCE & ADVERTISING CAMPAIGNS



- Fully wrapped I LOVE NEW YORK 42nd Street shuttle



MASSIVE OOH PRESENCE & ADVERTISING CAMPAIGNS



Summer 2014 Campaign

- We've highlighted what makes New York unique
- Niagara Falls, NY - America's Oldest State Park



MASSIVE OOH PRESENCE & ADVERTISING CAMPAIGNS



Summer 2014 Campaign

- We've highlighted what makes New York unique
- Bolt Castle, Alexandria Bay, NY
- Ranked #1 By AARP



MASSIVE OOH PRESENCE & ADVERTISING CAMPAIGNS



Summer 2014 Campaign

- We've highlighted what makes New York unique
- Lucille Ball
Desi Arnaz Museum,
Jamestown, NY
- Priceless awards, costumes
and memorabilia on display



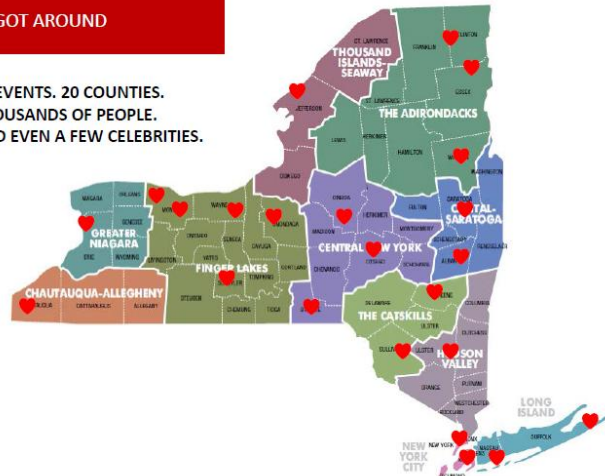
ACCOMPLISHMENTS
- EVENTS -

I LOVE NEW YORK EVENTS



WE GOT AROUND

40 EVENTS. 20 COUNTIES.
THOUSANDS OF PEOPLE.
AND EVEN A FEW CELEBRITIES.



I LOVE NEW YORK EVENTS



- To increase exposure and engagement the I LOVE NEW YORK pod.
- A mobile tourism booth
- Focal point and inviting events display
- A moving billboard as it traversed the State



I LOVE NEW YORK EVENTS



- From motorcycle rallies to fishing tournaments. Jazz festivals to horse races. Boat shows to gay pride events. Car races to wine and food events to bike tournaments. Hall of Fame Inductions to Runs to Antique car shows. Hot air ballooning. Mountain bike races. Festivals. Golfing. Concerts. And then there was the Fair.

- We saw them all and they all saw us!



ACCOMPLISHMENTS

- PR -

2014 MEDIA RESULTS TO DATE



2014 Results, January to June

- Q1 & Q2 have secured 404 media clips
- Circulation of 358,970,449
- Estimated ad value of \$10,366,601

Condé Nast
Traveler

VOGUE

July & August posted to Date:

- 337 print and online media clips
- 181,189,375 circulation

am
New York

Time Out
New York

Frommer's

THE
HUFFINGTON
POST

THE WALL STREET JOURNAL

The New York Times

AP Associated Press

CRAIN'S
NEW YORK BUSINESS

ANSA.it

timesunion.com

2014 HIGHLIGHTS APRIL - SEPTEMBER



Media Marketplaces

- Seasonal marketplace events with representatives from the state's regions. Summer: 67 media / Fall: 47 media

Pow Wow

- 500 international media in Chicago on April 7

Governor's Tourism Conference

- 25 regional, national and international media attended the 2nd Annual New York City on May 14

Path Through History event at Metro North Getaways Day

- Integrated communications program culminating in two PTH Weekends statewide

**NEW YORK STATE
TOURISM
SUMMIT**
NYS TOURISM MEANS BUSINESS



2014 HIGHLIGHTS APRIL - SEPTEMBER



Fairport Canal Days

- Hosted five national and international journalists on a four day tour of New York State's canals and history, June 5 - 8

Baseball Hall of Fame

- Organized a Central New York press group featuring the 75th Anniversary kick-off event and launched the Google Cultural Tourism App, June 12 - 15

2nd Annual Summer Adirondack Challenge

- Whitewater Rafting Competition with Governor Cuomo July 19-20. 10 media attended for three day trip to Adirondacks

Bassmaster Elite Series Tournament

- Hosted *Frommer's*, *Men's Journal*, *Fins & Skins* and *Bassfan* for a fishing press trip participating in the Governor's Challenge, August 21 - 24

Great New York State Fair

- Pitched and secured 16 print and online media placements with a focus on downstate, August 21 – September 1

Governor's Cup and Long Island Wine Cup

- Hosted 9 media for one and two day press trips to Finger Lakes, August 14 and Long Island Wine Cup, August 23

PRESS TRIP, FAIRPORT CANAL DAYS JUNE 5-8



Event Information:

- Bring awareness to Rochester's tourism assets
- Heighten attention to the NYS canal system through Fairport Canal Days
- Four-day day press trip highlighting the festival as well as land and water travel offerings in the region



Press Visits:

- Hosted a group of five media, both national and international including: *Jiefang Daily*, ANSA – Italian News Agency, *Philadelphia Sun*, *National Geographic*, *China's 21st Century Business Herald*



Results:

- *Jiefang Daily*, circulation of 400,002
- *21st Century Business Herald*, circulation of 762,000
- *Philadelphia Sun*, UVM: 25,569
- Additional Articles Pending



ADIRONDACK CHALLENGE – JULY 20



Event Information:

- Highlight Adirondack outdoor experiences
- Whitewater challenge, hike, golf tournament, canoe, paddle boarding and motorcycle tour
- VIPs influencers and media rafted in the ADK Challenge



Press Visits:

- 10 media attended the Adirondack Challenge



Results:

- 50 print articles, 155 broadcast clips
- Total circulation of 52,475,541
- Broadcast ad value: \$81,442.00



GOVERNOR'S CUP & LONG ISLAND WINE CUP I LOVE NY AUGUST 14 & 20

Event Information:

- Governor Cuomo awarded the top prize for best winery of the year
- More than 150 attendees including VIPs, industry leaders and media
- Taste NY, I LOVE NY and Long Island Wine Council developed a full day wine, beer and spirits tour culminating at the Harvest East End Festival
- Featured hundreds of Long Island wines and over 30 top restaurants



Press Visits:

- Secured 9 media to attend the full day press trip
- A full day press trip is planned for media who could not attend in October



Bassmaster Elite Series August 21 - 24



Event Information:

- The Governor and Bassmaster team created a fishing challenge for amateur fishermen to compete with the Governor and professional anglers
- PR outreach to 200 outdoor, sports, fishing and travel writers to participate in the weekend-long event



Press Visits:

- Secured 4 media to attend the full day press trip
- Extended familiarization experiences of the region included the Great New York State Fair



Golf Press Trip September 13-18



Press Trip Information:

- Promoting New York State's long golf season and 986 golf courses
- Heighten awareness of New York State's golf courses in Westchester and Long Island
- Organized six-day press visit featuring some of New York State's top golf courses including: Sleepy Hollow Country Club, Pound Ridge Golf Course, Tallgrass Golf Course, Eisenhower State Park Golf Course, Montauk Downs and Bethpage Black
- Attendees: Jason Deegan of GolfChannel.com (circ. 3,030,356) and Steve Habel of Cybergolf.com (affiliated with Worldgolf.com) (circ. 95,705)





ACCOMPLISHMENTS

- ECONOMIC IMPACT -

BY THE NUMBER\$...



The Governor's investment in tourism has paid off!

Revenue

- In 2013, the tourism industry conferred **\$7.7 Billion** in state and local taxes



That is enough to pay the salary of every firefighter and police officer in NYS
[Tourism Economics and NYS DOL]

- Direct spending for 2013 is at **\$61.3 Billion**, up **7%** over 2012 [\$57.3 Billion].
- National Average is 4.5%.



BY THE NUMBER\$...



JOBS



- Since December 2012, Leisure & Hospitality employment is projected to add 24,800 jobs a 3.1% increase; is projected to finish at 818,700 jobs in 2013.
- L&H jobs is the third fastest growing job sector by net jobs gained. {NYS DOL}

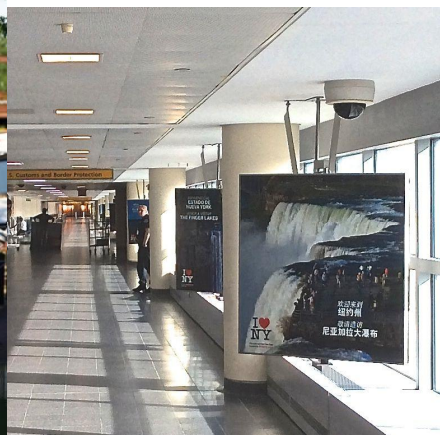
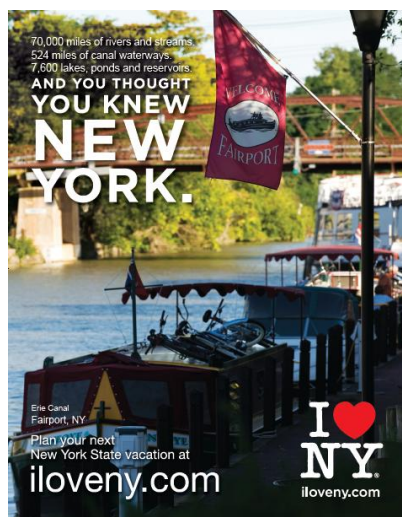
Visitors

- Visitation to NYS in 2013 will increase by 8.8 million, a 4.2% increase.
- It's projected to finish at 218.8 million visitors in 2013. {Longwoods International} National Average forecasted at 1.5%.1



FINGER LAKES

CANALS – JFK TERMINAL

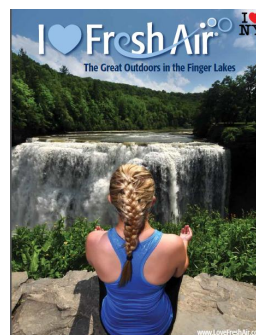


FINGER LAKES REGION PROJECTS



Awards made to projects that take place in at least one or more counties in the Finger Lakes Tourism Region

- 25 total grants awarded/\$3 Million Total Available
- \$496,000 total awarded for projects that take place, in whole or in part, Finger Lakes Tourism Region
- One of the most successful Market NY programs
- The I ♥ Fresh Air campaign awarded a \$110,000 grant to highlight and promote the many outdoor and healthy experiences in the Finger Lakes vacation region.



**MARKET NY
ROUND 2**

TOMPKINS COUNTY PROJECT



Awards made to projects that take place in at least one or more counties in the Finger Lakes Tourism Region

- \$150,500 total awarded for projects that take place, in whole or in part, in Tompkins County
- The Ithaca/Tompkins County Convention and Visitors Bureau successfully (\$40,500 grant) completed a project to promote the many microbreweries located throughout the Southern Tier, Central and Finger Lakes Region.



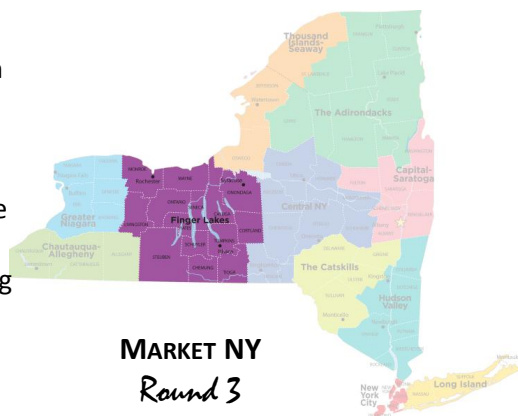
MARKET NY ROUND 2

FINGER LAKES REGION PROJECTS



Awards made to projects that take place in at least one or more counties in the Finger Lakes Tourism Region

- \$4,906,949 awarded for projects that take place, in whole or in part, Finger Lakes Tourism
- Many of these projects are still actively in progress and some are just initiating their programs



MARKET NY
Round 3

TOMPKINS COUNTY PROJECT



Awards made to projects that take place in at least one or more counties in the Finger Lakes Tourism Region

- Approximately \$1,698,800 for projects that take place, in whole or in part, in Tompkins County
- A \$198,000 grant increased interest in beer tourism and recognized the need for increased awareness and promotion of the region's craft brewing industry
- The Finger Lakes Beer Trail (FLBT) has created a robust tourism marketing platform aimed at increasing tourism throughout the Finger Lakes and surrounding regions.



MARKET NY
Round 3



METRO NORTH GETAWAY DAY FEATURING PATH THROUGH HISTORY, MAY 14



Event Information:

- Hosted a PTH Weekends preview during Metro-North Getaway Day at Grand Central Station
- Finger Lakes participated with the Susan B. Anthony Reenactor



Press Visits:

- Secured over 50 print and online articles, reaching an audience over 58 million
- Coverage appeared in top publications including, *Wall Street Journal*, *New York Post*, *Democrat and Chronicle*, *amNY* and *Crain's New York Business*
- Secured broadcast coverage in 13 regional and local television stations with a total viewership of over 1.1 million and ad value \$300,000
- TV highlights: NYC's WABC, WNYWY and around New York State on WBNG (Binghamton) and WTVH (Syracuse)





PROGRAM INITIATIVES

I LOVE NEW YORK Bus



- Travel from NYC to NYS beverage trails, ski mountains and festivals and events
- Operated by Hampton Jitney
- URL: iloveny.com/bus
- Long Island Wine Tours
- Day and Overnight Ski Trips
- Full 2015 schedule in discussion
- Announced October 1st
 - Broadcast Viewership: 417,461
 - Total Circulation: 65,273,946



I LOVE NEW YORK CHINA



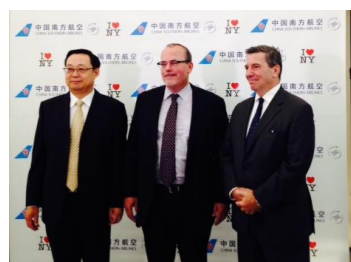
- **A new ILNY China Office was selected in May**
- **Announced at the Tourism Summit**
- **China Ready Workshops**
 - Three “Becoming China Ready” Workshops throughout the state – Albany, Utica, Rochester
- **FAM Tour for Chinese Tour Operators**
 - FAM Tour to educate them on NYS vacation assets



Partnership with China Southern Airlines



- **The new partnership consists of a multi-pronged marketing approach which includes**
 - training of key China Southern Airlines sales staff on New York State tourism highlights;
 - enabling tour operators to offer New York State vacation travel options;
 - identifying and developing joint promotions with China Southern Airlines' marketing partners in China;
 - and collaborating on public relations efforts to co-promote New York State.



Partnership Launch

**Partnership with
China Southern Airlines**



**Plan Your Next New York State Vacation
at Iloveny.com**

